

## IN THE ABSTRACT

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## ABSTRACT OF THE DISCLOSURE

A customer assistance system for stores with a very large sales area, particularly hypermarkets, includes a central computer and a plurality of information output devices which are arranged to be distributed over the sales area for outputting information directed to the customers. The central computer controls the output of information, particularly advertising information, by the information output devices. The customer assistance system includes at least one touch screen which is placed at the entrance to the sales area for converting the buying desire of the customer into a machine-readable language, shopping carts or shopping baskets outfitted with a passive identification that can be interrogated, a plurality of information output devices equipped with transmitter/receiver devices, and the central computer for preparing a guidance program for the customer based on the buying desire of the customer and for controlling the displayed information.